

Rep Order# 6837955 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104994 Printed: 08/02/2012 9:19 AM
EC'd Yes Last Received: 08/01/2012 11:53 AM

Showing Buylines: All Lines
1 of 7

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer MAURA GILROY
Phone# Fax#

Agency () GMMB Rep Firm
3050 K ST NW Sales Office () PHILADELPHIA
WASHINGTON, DC 20007 Salesperson () AMY MCCREARY
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —
BARACK OBAMA FOR AMERICA SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1		TU-F	5A-6A		:30	\$90.00	09/25-09/28	4	1	4	\$360.00	
2		TU-F	6A-7A	Buyline Comment: NEWS	:30	\$175.00	09/25-09/28	4	1	4	\$700.00	
3		TU-F	7A-7A	Buyline Comment: TODAY SHOW	:30	\$200.00	09/25-09/28	4	1	4	\$800.00	
4		SA	6A-7A	Buyline Comment: NEWS	:30	\$125.00	09/29-09/29	1	1	1	\$125.00	
5		SA	7A-9A	Buyline Comment: SAT TODAY	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
6		SU	6A-7A	Buyline Comment: NEWS	:30	\$90.00	09/30-09/30	1	1	1	\$90.00	
7		SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
8		SU	8A-9A	Buyline Comment: MEET THE PRESS	:30	\$1,300.00	09/30-09/30	1	1	1	\$1,300.00	
9		SU	9A-930A	Buyline Comment: NEWS	:30	\$125.00	09/30-09/30	1	1	1	\$125.00	
10		SU	930A-10A	Buyline Comment: CHRIS MATHEWS	:30	\$135.00	09/30-09/30	1	1	1	\$135.00	

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LT	Ln	Day	Time	Program		Agency C/P1/P2/E 95/10/1536 Flight Dates 09/25/2012 -10/01/2012 Hiatus Weeks	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845		
						Agency (3050 K ST NW WASHINGTON, DC 20007)	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY		
						Agency C/P1/P2/E 95/10/1536 Flight Dates 09/25/2012 -10/01/2012 Hiatus Weeks	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845		
Len	Rate	Dates	Spots/Week	# Spots	Total Spots	Total Cost	Daypart		
11	TU-F	9A-10A	:30	\$95.00	09/25-09/28	4	1	4	\$380.00
		Buyline Comment: TODAY SHOW III							
12	TU-F	10A-11A	:30	\$80.00	09/25-09/28	4	1	4	\$320.00
		Buyline Comment: TODAY SHOW III							
13	TU-F	11A-12P	:30	\$80.00	09/25-09/28	4	1	4	\$320.00
		Buyline Comment: RACHEL RAY							
14	TU-F	12P-1230P	:30	\$125.00	09/25-09/28	4	1	4	\$500.00
		Buyline Comment: NEWS							
15	TU-F	1230P-1P	:30	\$100.00	09/25-09/28	4	1	4	\$400.00
		Buyline Comment: AGENDA							
16	TU-F	1P-2P	:30	\$125.00	09/25-09/28	4	1	4	\$500.00
		Buyline Comment: DAYS							
17	TU-F	2P-3P	:30	\$85.00	09/25-09/28	4	1	4	\$340.00
		Buyline Comment: DRS							
18	TU-F	3P-4P	:30	\$150.00	09/25-09/28	4	1	4	\$600.00
		Buyline Comment: PHIL							
19	TU-F	4P-430P	:30	\$145.00	09/25-09/28	4	1	4	\$580.00
		Buyline Comment: NEWS							
20	TU-F	430P-5P	:30	\$175.00	09/25-09/28	4	1	4	\$700.00
		Buyline Comment: NEWS							
21	TU-F	5P-630P	:30	\$250.00	09/25-09/28	4	1	4	\$1,000.00
		Buyline Comment: NEWS							

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3050 K ST NW
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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT In Day Time Program

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

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23 SU 830P-930P
Buyline Comment: NEWS AFTER NFL

:30 \$450.00 09/30-09/30 1 1 1 1 \$450.00

24 TU-F 630P-7P
Buyline Comment: JEOPARDY

:30 \$230.00 09/25-09/28 4 1 4 4 \$920.00

25 TU-F 7P-730P
Buyline Comment: WHEEL

:30 \$230.00 09/25-09/28 4 1 4 4 \$920.00

26 TU-F 730P-8P
Buyline Comment: FACE TO FACE

:30 \$125.00 09/25-09/28 4 1 4 4 \$500.00

27 SA 630P-7P
Buyline Comment: JEOPARDY

:30 \$150.00 09/29-09/29 1 1 1 1 \$150.00

28 SA 7P-730P
Buyline Comment: WHEEL

:30 \$150.00 09/29-09/29 1 1 1 1 \$150.00

29 SA 730P-8P
Buyline Comment: VEGAS INC

:30 \$100.00 09/29-09/29 1 1 1 1 \$100.00

30 F 8P-9P
Buyline Comment: DATELINE

:30 \$500.00 09/28-09/28 1 1 1 1 \$500.00

31 SA 9P-10P
Buyline Comment: NBC PRIME

:30 \$400.00 09/29-09/29 1 1 1 1 \$400.00

32 SU 4P-515P
Buyline Comment: ENIA

:30 \$600.00 09/30-09/30 1 1 1 1 \$600.00

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Salesperson FAX# 215-568-1845

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55	M		5P-630P	Buyline Comment: NEWS	:30	\$265.00	10/01-10/01	1	1	1	\$265.00	
56	M		630P-7P	Buyline Comment: JEOPARDY	:30	\$260.00	10/01-10/01	1	1	1	\$260.00	
57	M		7P-730P	Buyline Comment: WHEEL	:30	\$260.00	10/01-10/01	1	1	1	\$260.00	
58	M		730P-8P	Buyline Comment: FACE TO FACE	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
59	M		1135P-1235A	Buyline Comment: LENO	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
60	M		1235A-135A	Buyline Comment: FALCON	:30	\$60.00	10/01-10/01	1	1	1	\$60.00	
61	M		8P-10P	Buyline Comment: VOICE	:30	\$1,100.00	10/01-10/01	1	1	1	\$1,100.00	

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—REPORT TOTALS—
Report Totals: 121 / \$26,215.00

Sep 12: 101 / \$22,015.00
Sales Totals: 121 / \$26,215.00
Station Totals: 121 / \$26,215.00
Lines not sent/reld/rtrn: 0 / \$0.00

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—COMPETITIVE—

Market	Totals	CATV	KBIR	KJUD	KINC	KLAS	KSNV	KVVU
Books	387,383	0%	0%	0%	0%	26%	30%	20%
Demos	NOV12	KINV	KTUD	KVCM	KVMY	KVUU		
	RA35+	19%	0%	2%	2%			
	XXXX	0%						

—COMPETITIVE COMMENTS—
SHARES ESTIMATED

Books NOV12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFP 8/12

— CREDIT RISK —
CASH IN ADVANCE